

PCT/EP/00/07936  
Reger G., Rehm W., Sailer K., Schiller B.

### Claims

1. Method for controlling an interactive and/or bi-directional communication system, preferably for controlling the supply of information, preferably of advertisement in interactive communication systems,

**characterized in that**

in an interactive communication system at least one first communication terminal and a second communication terminal, preferably arbitrary many first communication terminals and arbitrary many second communication terminals are registered with at least one switch station which is independent of said communication terminals and/or at least one direct connection, preferably arbitrary many successive and/or simultaneous direct connections between at least one, preferably arbitrary many different first communication terminals and at least one, preferably arbitrary many second communication terminals is established, maintained and/or interrupted automatically and/or without active control by the user by the switch station and/or thereby data which are not actively selected by the users are accessed transmitted, processed and/or outputted, whereby the number and/or duration of the connection(s), the data accesses, the data transmission, the data processing and/or the data output are controlled by predefined and/or arbitrarily definable criteria, preferably by duration and/or amount of data and/or kind of data.

2. Method according to claim 1,

**characterized in that**

the number of connections, the data accesses, the data transmissions, the data processings and/or data outputs is arbitrary high, preferably 1 to 100, more preferably 1 to 25, especially preferably 1 to 10, and/or the duration of the connection(s), , the data access, the data transmission, the data processings and/or the data output is up to 120 minutes, preferably 1 microsecond to 10 minutes, more preferably 0.1 seconds to 60 seconds, especially preferably 1 second to 30 seconds.

3. Method according to one of claims 1 or 2,

**characterized in that**

the first communication terminal(s) and the second communication terminal(s) act as data source and data receiver at the same time.

4. Method according to one of the preceding claims,

**characterized in that**

on occurrence of a predefined and/or arbitrarily definable first operating state (a) of at least one first communication terminal, a second operating state (b) is established automatically and/or after active and/or passive initiation by the user, whereby said second operating state (b) is the at least single establishment, and/or the maintenance of a communication connection between said first communication terminal and a second communication terminal acting as a data source and/or the at least single, preferably permanent transmission of external data and/or data which has not actively been selected

by the user and/or the at least single storage, processing and/or outputting of said external data by/at the first communication terminal for a predefined and/or arbitrarily definable period of time, whereby such a communication connection, transmission, storage, processing and/or output is established and/or takes place newly and/or instead of and/or additionally to an existing transmission, storage, processing and/or output.

5. Method according to at least one of the preceding claims,  
characterized in that

on occurrence of a predefined and/or arbitrarily definable third operating state (c) after the previously occurred second operating state (b), a fourth operating state (d) is established automatically and/or after active and/or passive initiation by the user.

6. Method according to at least one of the preceding claims,  
characterized in that

the first operating state (a) is a predefined and/or arbitrarily definable use of the first communication terminal and/or a part of the first communication terminal at/for a predefined and/or arbitrarily definable time/period of time and/or a predefined and/or arbitrarily definable decreasing, non- and/or fewly/less varying use and/or an interruption of the use at/for a predefined and/or arbitrarily definable time/period of time,

preferably the decrease, the decrease in variation and/or the interruption of the reception, the transmission and/or the output of external data and/or their representations perceptible by the human sense organs via an existing connection of the first communication terminal to an external data source and/or a further communication terminal, preferably the decrease, the decrease in variation and/or the interruption of an input-, processing-, storing- and/or output procedure at/of the first communication terminal, especially preferably the decrease, the decrease in variation and/or the interruption of an action and/or interaction of the user with/at the first communication terminal; especially preferable first operating states (a) are user interactions and/or decreasing, non- or less varying and/or interrupted user interactions with said first communication terminal at/for a predefined and/or arbitrarily definable time/period of time via remote control, keyboard, mouse, joystick, pen, trackball, patchfield, touchscreen, audiovisual recording and/or reproduction media and/or interfaces therefore.

7. Method according to at least one of the preceding claims,  
characterized in that

the third operating state (c) is a predefined and/or arbitrarily definable usage interruption, use and/or a reuse of the first communication terminal and/or a part of the first communication terminal at/for a predefined and/or arbitrarily definable time/period of time, an increase of use or an increasingly varying use at/for a predefined and/or arbitrarily definable time/period of time, preferably of the reception, the transmission and/or the output of external data and/or their representations perceptible by the human sense organs via an existing

connection of the first communication terminal to an external data source and/or a further communication terminal and/or the establishment of such a connection, preferably of an input-, processing-, storage- and/or output procedure of the communication terminal, very preferably of an action and/or interaction of the user with/at the first communication terminal; especially preferred third operating states (c) are a user interactions and/or increasing and/or increasingly varying user interactions with the first communication terminal at/for a predefined and/or arbitrarily definable time/period of time via remote control keyboard, mouse, joystick, pen, track ball, patch field, touch screen, audio/visual recording and/or reproduction media and/or interfaces therefore; preferred third operating states (c) are also first operating states (a) and/or a second operating state (b) depending on a predefined and/or arbitrarily definable time and/or period of time and/or depending on a predefined and/or arbitrarily definable kind, composition and/or amount of the transmitted, processed, stored and/or outputted external data and/or their representations perceptible by human sense organs.

8. Method according to at least one of the preceding claims,  
characterized in that

the fourth operating state (d) is the termination and/or the interruption of the second operating state (b) at/for a predefined and/or arbitrarily definable time/period of time, preferably the termination and/or interruption of the communication connection between the communication terminal and an external data source and/or the termination and/or interruption of the transmission, storage, processing and/or output of the external data at/by the first communication terminal and/or the change to and/or the new establishment of a communication

connection which existed before the occurrence of the first operating state (a), the change to a predefined and/or arbitrarily definable further communication connection, the change to the operating state before the occurrence of the first operating state (a), the change to a predefined and/or arbitrarily definable further operating state and/or a predefined and/or arbitrarily definable action of the first communication terminal and/or interaction with further communication terminals and/or external data sources.

9. Method according to at least one of the preceding claims,  
characterized in that

the first operating state (a), the operating state before the occurrence of the first operating state (a), the second operating state (b), the third operating state (c) and/or the fourth operating state (d) and/or the times, periods of time and/or kind(s), composition(s) and/or amount(s) of the data related to them are automatically recorded, recognized, measured, processed, stored stationarily and/or non-stationarily and/or transmitted to one and/or several members of the communication system, preferably to external data sources and/or providers of the communication system(s).

10. Method according to at least one of the preceding claims,  
characterized in that

the recorded-, recognized-, measured-, processed-, stored- and/or transmitted data are protected against an intrusion or access by the user.

11. Method according to at least one of the preceding claims,  
**characterized in that**

predefined and/or arbitrarily definable units or control codes are formed and/or assigned by a qualification, quantification, categorization and/or weighting of the operating state(s) (a), (b), (c) and/or (d) and/or the times, periods of time and/or the kind(s), composition(s) and/or amount(s) of data related to them and/or by predefined and/or arbitrarily definable external data, preferably data retrieved by the user.

12. Method according to at least one of the preceding claims,  
**characterized in that**

the control codes, units and/or predefined and/or arbitrarily definable combinations of said units and/or control codes are used to automatically control and/or account

- the operating state(s) (a), (b), (c) and/or (d)
- and/or the time(s) and/or period(s) of time related to them
- and/or the kind(s), composition(s) and/or amount(s) of the external data
- and/or the amount and/or kind of possible fees for the user, fee reductions, omitted fees, credited fees, refunded fees and/or equivalents, preferably cash benefits, payments in kind and/or services
- and/or the amount and/or kind of possible fees and/or equivalents for third parties, preferably

suppliers and/or initiators of the transmitted external data.

13. Method according to at least one of the preceding claims,  
**characterized in that**

the actual units and/or control codes and/or the actions and/or values controlled by them and/or the units and/or control codes and/or the actions and/or values controlled by them, that are retrieved during a predetermined and/or arbitrarily definable period of time are output at the first communication terminal, preferably as cash values and/or time values and/or, after an active and/or passive initiation of the user, are changed by a predefined use of the first communication terminal, are stored stationarily or non-stationarily and/or are transmitted to one and/or several members of the communication system, preferably to a second communication terminal in the communication system or to providers of the communication system.

14. Method according to at least one of the preceding claims,  
**characterized in that**

the kind of output, the output frequency and/or -intensity of the transmitted external data and/or their representations at the first communication terminal are predefined, arbitrarily definable, automatically recognized, processed, stored stationarily and/or non-stationarily, protected against user access or intrusion and/or transmitted to one and/or several members of the communication system, preferably to second communication terminals and/or and/or providers of the communication system.

15. Interactive and/or bi-directional communication system having at least one first communication terminal, at least one second communication terminal and at least one switch station which is independent from said communication terminals,

characterized in that

the hardware and/or software of said communication terminals and the switch station is adapted to execute the method according to one of claims 1 to 14.

16. Communication system according to claim 15;

characterized in that

it comprises a telecommunication system or telephone-and/or facsimile systems or a radio paging- and/or radio data system and/or mobile phone or an interactive TV system, pay-TV-, pay-per-view- and/or video-on-demand system or a computer network, an intranet, an extranet or an interactive video and/or multimedia network and/or the Internet and/or hybrid combinations of such communications systems.

17. Communication system according to one of claims 15 or 16,

characterized in that

the second communication terminal(s) is a data source/are data sources, preferably content-provider server(s), especially preferably so called adserver(s) and/or adpage(s) and/or the first communication terminal(s) is/are a data receiver, preferably telephone(s), mobile phone(s), PC(s) and/or client module(s).

AJJ A7